

# **Fiscal Year 2010-2011 Burbank City Council Goals**

# 2010-2011 Council Goals

1. Burbank Police Department
2. Financial Stability & Budget Efficiency
3. Economic Development
4. Infrastructure/ Transportation, Traffic & Parking
5. Sustainability
6. Strategic Communications Plan

# 2010-2011 Council Goals

## 1. Burbank Police Department

- a. Restoring and enhancing the BPD internally and externally. Additional support provided to restore and enhance confidence, image and morale of police personnel and the public.

# 2010-2011 Council Goals

## 2. Financial Stability & Budget Efficiency

- a. Develop a balanced, strategic 5-year budget.
- b. Begin to build a Labor strategy and Compensation philosophy.
- c. Continue with Business Process Improvements including joint regional and local efforts.
- d. Evaluate city services/programs for cost effectiveness while minimizing service level reductions.
- e. Optimize operational efficiency and purchasing power by utilizing “best practices”.
- f. Analyze and develop a long term strategy for the payback of Redevelopment loan to general fund.

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## 3. Economic Development

- a. Strategically position Burbank as a competitive Regional, Statewide and National hub for business and residency.
- b. Continue aggressive retention and expansion efforts of existing businesses.
- c. Continue aggressive efforts to attract new retail/commercial businesses and innovative development through enhanced business outreach and communications.
- d. Continue to partner with the chamber and other organizations Explore public/private partnerships.



# 2010-2011 Council Goals

## 4. Infrastructure/ Transportation, Traffic & Parking

- a. Leverage the favorable bidding climate and federal/state monies to maximize our resources for a long-term infrastructure investment strategy.
- b. Continue to plan, build, operate and maintain infrastructure in a way that balances sustainability goals with lifecycle costs through the adoption of new practices and technologies.
- c. Continue improving traffic flow and signalization throughout the city.
- d. Maintain focus on parking/traffic congestion concerns on major arterials and attempt to identify solutions.

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## 5. Sustainability

- a. Explore combining efforts with surrounding jurisdictions and explore public/private partnerships.
- b. Continue to make strides to maintain and improve upon our environmental and economic sustainability successes.
- c. Continue updating the Sustainability Action Plan.
- d. Weave sustainability through all aspects of the 10 Year Strategic Plan.

# 2010-2011 Council Goals

## 6. Strategic Communications Plan

- a. Utilize various methods of communication, building on new technologies in web and TV and look for efficiencies through tri-city efforts.
- b. Improve and enhance internal and external communications while enhancing transparency by providing easy access to useful information.
- c. Seek to brand and market the City, capitalizing on the start of the Centennial Celebration.
- d. Conduct media training for Council/executives/key management.
- e. Continue to respond to citizen concerns/questions in an effective and timely manner and encourage Public engagement in Government.